



WNCN
FASTTALK NORTH
CAROLINA
on your side online
3221 S. Evans St.
Greenville, NC 27834
252-355-8500

WNCN
3221 South Evans Street
Greenville, NC 27834
(252) 355-8542

CONTRACT

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

Contract / Revision		Alt Order #
954736 /		25330594
Product		
4875 TV		
Contract Dates	Estimate #	
10/18/16 - 10/23/16	4875	
Advertiser	Original Date / Revision	
POL/Pat McCrory for Governor	10/14/16 / 10/14/16	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	Account Executive	Sales Office
WNCN	Katz Washington	Katz/Washington
Special Handling		
Demographic		
Adults 35+		
Agency Code	Advertiser Code	Product 1/2
1158	1734	
Agency Ref	Advertiser Ref	
IN9370/IN11002/IN141		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount		
N 1	WNCN	10/18/16	10/21/16	CBS Evening News	630p-7p		:30				NM	3	\$1,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>									
Week:		10/17/16	10/23/16	-TWTF--	3	\$600.00									
Totals													0.00	3	\$1,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/21/16	3	\$1,800.00	(\$270.00)	\$1,530.00
Totals	3	\$1,800.00	(\$270.00)	\$1,530.00

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25330594	Changes as of: 10/14/2016 at 1:32 PM	Version: Highlighting Revision 1
CPE: 1158/1734/4875	Flight: 10/10/16 - 10/23/16	Total \$: \$1,800.00
Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: McCrory NC Gov	Total Spots: 3
7669 STAGERS LOOP DELAWARE, OH 43015	Product: TV Agency Order #: 5481027	Office: WASHINGTON Market: Greenville/New Bern/Wash
	Buyer: Fink, Brant Salesperson: JACOB ROTH	Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE
		Assistant: JACOB ROTH
Comments: Revised Order Check was short and buyer couldn't add funds TTCNX: \$150 TTREV: \$1,800 PLS CFM T/R JACOB		Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/10 - 10/17		Total Spots	Total \$	CPP	GRP
							10/10	10/17				
REV-1	Su 7a-8a		WEEKEND NWS	\$50.00	5.5	30	1	0	0	\$0.00	\$9.09	0.0
REV-2	M-F 6:30p-7p		CBS EVE NWS	\$600.00	6.5	30	1	0	3	\$1,800.00	\$92.31	19.5
REV-3	Sa 7p-7:30p		7P NWS	\$100.00	2.5	30	1	0	0	\$0.00	\$40.00	0.0
TOTALS:							0	3	3	\$1,800.00	\$92.31	19.5

954126



125 West 55th St
New York, NY 10019

Contract # 25330594 Changes as of: 10/14/2016 at 1:32 PM Version: Highlighting Revision 1
CPE: 1156/1734/4875 Flight: 10/10/16 - 10/23/16 Station: WNCT
Agency: STRATEGIC MEDIA Advertiser: McCrory NC Gov Market: Greenville/New Bern/Wash
7689 STAGERS LOOP Product: TV Office: WASHINGTON
DELAWARE, OH 43015 Agency Order #: 5481027 Primary Demo: Adults 35+
Buyer: Fink, Brant Con Type: POLITICAL/VOTE
Salesperson: JACOB ROTH Assistant: JACOB ROTH
212-373-8175 212-373-8175

Total \$: \$1,800.00
Total Spots: 3
Total CPP: \$92.31
Total GRP: 19.5
Separation:

Special Instructions			
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Date/Time	Added by	Comment	Order Level Comments
10/14/16 1:32 PM	JACOB ROTH	Revised Order Check was short and buyer couldn't add funds TTCONX: \$150 TTREV: \$1,800 PLS CFM T/R JACOB	
10/14/16 1:27 PM	System	Notice Received.	
10/14/16 1:27 PM	Jennifer Layman	cannot run spots in week of 10/10. logs closed	
10/14/16 1:27 PM	Jennifer Layman	NC - PAT MCCRORY - 10.14-10.20 addition	
10/14/16 12:49 PM	JACOB ROTH	NAB SENT VIA EMAIL: Separation: 30	

Competitive Information	
Market Budget:	\$7,200
WNCT Share:	25%
Comment:	EST
Unknown:	75%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	\$1,800.00	\$92.31	19.5
Total	100%	3	\$1,800.00	\$92.31	19.5

Monthly Summary		
Month	Spots	Dollars
2016-Oct	3	\$1,800.00
Total	3	\$1,800.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/14/16 1:32 PM	JACOB ROTH	Revised	2		\$-150.00
Makegood 1	10/14/16 1:27 PM	Jennifer Layman	Sent To Rep			\$0
Queued for Electronic Contracting	10/14/16 1:23 PM					\$0
New	10/14/16 12:49 PM	JACOB ROTH	Confirmed	5		\$1,950.00

Changes: Total Spots from 5 to 3, Calculated Dollars from \$1,950.00 to \$1,800.00, Total GRPs from 27.5 to 19.5, Total CPP from \$70.91 to \$92.31, Competitive Market Budget from \$7,800 to \$7,200, Total \$ from \$1,950.00 to \$1,800.00, User Entered \$ from \$0.00 to \$1,800.00, Comments from NC - PAT MCCRORY - 10.14-10.20 addition

NAB SENT VIA EMAIL: Separation: 30 to Revised Order
Check was short and buyer couldn't add funds
TTCONX: \$150
TTREV: \$1,800
PLS CFM
T/R JACOB. 3 buylines added or modified.

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR

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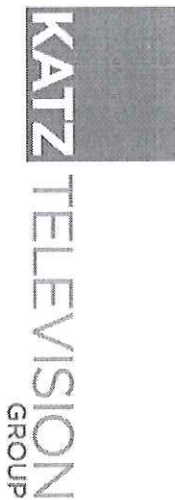
KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25330594		Changes as of: 10/14/2016 at 1:32 PM		Version: Highlighting Revision 1	
CPE: 1158/1734/875	Agency: STRATEGIC MEDIA	Flight: 10/10/16 - 10/23/16	Advertiser: McCrory NC Gov	Station: WNCN	Total \$: \$1,800.00
7669 STAGERS LOOP	PLACEMENT	Product: TV	Office: Greenville/New Bern/Wash	Total Spots: 3	
DELAWARE, OH 43015	Agency Order #: 5481027	Buyer: Fink, Brant	Primary Demo: Adults 35+	Total CPP: \$92.31	
Salesperson: JACOB ROTH	212-373-8175	Con Type: POLITICAL/VOTE	Assistant: JACOB ROTH	Total GRP: 19.5	
			212-373-8175	Separation:	

ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

954736

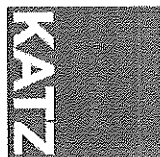


125 West 55th St
New York, NY 10019

Contract # 25330594 Changes as of: 10/14/2016 at 12:49 PM Version: Original Order
 CPE: 1158/1734/4875 Flight: 10/10/16 - 10/23/16 Station: WNCN
 Agency: STRATEGIC MEDIA Advertiser: McCrory NC Gov Market: Greenville/New Bern/Wash
 PLACEMENT
 7669 STAGERS LOOP Product: TV
 DELAWARE, OH 43015 Agency Order #: 5481027
 Buyer: Fink, Brant
 Salesperson: JACOB ROTH
 212-373-8175
 Office: WASHINGTON
 Primary Demo: Adults 35+
 Con Type: POLITICAL/VOTE
 Assistant: JACOB ROTH
 212-373-8175
 Separation:
 Comments: NC - PAT MCCRORY - 10.14-10.20 addition
 NAB SENT VIA EMAIL Separation: 30

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/10 - 10/17		Total Spots	Total \$	CPP	GRP
							10/10	10/17				
1	Su 7a-8a		WEEKEND NWS	\$50.00	5.5	30	1	0	1	\$50.00	\$9.09	5.5
2	M-F 6:30p-7p		CBS EVE NWS	\$600.00	6.5	30	1	2	3	\$1,800.00	\$92.31	19.5
3	Sa 7p-7:30p		7P NWS	\$100.00	2.5	30	1	0	1	\$100.00	\$40.00	2.5
TOTALS:							3	2	5	\$1,950.00	\$70.91	27.5

too late for Sat/Sun logs
Jacob revising



KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 2530594

Changes as of: 10/14/2016 at 12:49 PM

Version: Original Order

CPE: 1158/1734/4875

Flight: 10/10/16 - 10/23/16

Station: WNCN

Total \$: \$1,950.00

Agency: STRATEGIC MEDIA
PLACEMENT

Advertiser: McCrory NC Gov

Market: Greenville/New
Bern/Wash

Total Spots: 5

7669 STAGERS LOOP
DELAWARE, OH 43015

Product: TV
Agency Order #: 5481027

Office: WASHINGTON
Primary Demo: Adults 35+
Con Type: POLITICAL/NOTE

Total CPP: \$70.91
Total GRP: 27.5

Buyer: Fink, Brant
Salesperson: JACOB ROTH
212-373-8175

Assistant: JACOB ROTH
212-373-8175

Separation:

Special
Instructions

Order Level Comments

Date/Time Added by Comment

10/14/16 12:49 PM JACOB ROTH NC - PAT MCCRORY - 10.14-10.20 addition
NAB SENT VIA EMAIL; Separation: 30

Competitive Information

Market Budget:	\$7,800
WNCN Share:	25%
Comment:	EST
Unknown:	75%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	5	\$1,950.00	\$70.91	27.5
Total	100%	5	\$1,950.00	\$70.91	27.5

Monthly Summary

Month	Spots	Dollars
2016-Oct	5	\$1,950.00
Total	5	\$1,950.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	10/14/16 12:49 PM	JACOB ROTH	New	5		\$1,950.00	\$1,950.00	

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